

Membership Cup Award - 2022 Application  
1201 15th Street NW  
Washington, DC 20005  
1-800-368-5242

ID: MA15471

To be considered, Applications must be submitted online.  
This document is for reference only.  
Original version submitted on Jul 19 2022 10:48AM for the year 2021

## Membership Cup Award

### Contact Information

<i>First Name:</i>	Gary
<i>Last Name:</i>	Magee
<i>Title:</i>	Membership Director
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<i>Email Address:</i>	gimagee@atlantahomebuilders.com

### Home Builders Association (HBA) Details

<i>Association Name:</i>	Greater Atlanta Home Builder Association
<i>Association Number:</i>	1124
<i>Website:</i>	atlantahomebuilders.com

## Membership Plan

*Briefly describe how your HBA developed this membership plan. Detail who was included in the development of the plan and explain how the plan is connected to other HBA goals. (Scoring: Up to 10 points):*

The philosophy behind the plan is from general best practices of all HBAs and has been in use by this team of staff since 2015 at 2 different HBAs. It has 3 key components.

1) Culture of Inclusivity and making everyone feel a part of the team; 2) Executive Committee lead with a lot of "rah rah" and motivational banter throughout the year at board meetings; 3) Highly organized prospect list made up of prior drops and current non-member vendors of our builder members.

The EO, Membership Director, and Membership Chair (VP of HBA) develop the membership goals. The Executive Committee contributes to finalizing the plan. The key connection to the HBA wide goals is consistent communication from the president and other leaders at various meetings throughout the year on "why" membership is so important. The "why" is that we want to grow the membership to grow our influence and achieve our mission of effective advocacy for our builders and increased business development opportunities for our associates. The key is it MUST be member led and owned by the Executive Leadership team and cascade down from there. Staff provides the tools to empower the volunteer leadership behind the scenes.

*What are the goals of the plan? Were the goals met? Please explain. If the goals were not met, please explain the efforts put forth to meet them. (Scoring: If goals met, up to 10 points. If goals not met, effort is evaluated up to 10 points.):*

In November of each year, two Membership targets are finalized for the following year at the Executive Committee retreat. The first target is for budget purposes and is a realistic and conservative number. The second target is a stretch goal created for the purpose of giving our Board of Directors and general membership a target to shoot for throughout the year. The formal 2021 goal was to achieve 1075 builder/associate members by June 1, 2021 and hold that number to carry us into 2022. This coincided with our May membership drive. The membership drive was a huge success with great buy-in from the leadership and general members. We began June 1, 2021 with 1,089 members and entered 2022 with 1,099 thus exceeding our internal goals.

*Explain how the membership plan is integrated into other association activities. (Scoring: Up to 10 points):*

1. The 54 Board of Directors are each told they are expected to a) recruit at least 2 new members in the calendar year, b) participate on a team in the membership drive, and c) make assigned "welcome" calls to new members each month. See attachment.
2. The Executive Committee conducts a draft of board members to each of their respective membership drive teams. Staff provides the member recruiting data from prior year. There are 7 teams.
3. The teams are introduced to each other and the prospect lists are formed at the March Board meeting. Exec Committee begins taunting each other and building

excitement and competitive spirit.

4. EO and Membership Director collect vendor list from various builders and scrub them for non-members. Those list serve as primary prospect lists for the builders. The list are not shared and only seen by staff and individual builder.

5. In 2021, 52 members (40 Board Members) participated in-person at the 2 day call-a-thon. We considered that strong attendance.

6. Membership Drive is capped off with Welcome Party that is free to new members.

7. Overall, preparation for and participation in the Drive contributed to HBA team chemistry and culture of inclusivity.

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*Explain how the plan encourages the involvement from all members (builders and associates; new and veteran members, etc). (Scoring: Up to 10 points):*

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Our Executive Board focused on 'rallying the troops' and promoting the engagement needed from all members for a successful drive, but also carried that enthusiasm into the 2nd half of the year beyond the drive. At our Board of Directors meeting in March of 2021, we had a break out session for teams to meet and review resources we were providing for the drive. It was at this board meeting where we encouraged other members who were not on a team to join in and get involved. Our staff focused on promoting the membership drive at various events leading up to the drive. Our Executive Committee and staff overall created the buzz and excitement leading up to the drive that made others want to be involved. Outside of the drive, we have 4 Member Orientations where we have current members come in and discuss why they joined and how to get involved. In short, the Board of Directors and the Membership Director are the ambassadors to plugging in the general members to the numerous opportunities for participation across our HBA geographic footprint 12 months out of the year.

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*Describe how the plan incorporates both short-term and multi-year membership development initiatives. (Scoring: Up to 5 points):*

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The short term initiative is the membership drive itself. You have a window of opportunity to grow the membership, and take advantage of the buy in you get from members. In preparation for the membership drive we created several resources and tools for members to use such as scripts, templates and applications that streamlined the recruitment process. In using these documents and selling others on the value of membership, current members were refreshed on the benefits of membership, and trained on recruitment best practices. What members internalized during this process carried over into our long-term development, where in the back half of the year members continued to recruit and grow the membership. This was vital to our growth in 2021, instead of just working to maintain the growth we had gained during the drive. .we continued to chip away at our goals and resisted giving anything back. We kept membership and recruitment top of mind by consistently reviewing, managing, and discussing membership at our monthly board meetings throughout the year, and this is something we continue to do.

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*Explain how the plan is balanced in its approach to both recruitment and retention initiatives. (Scoring: If yes, effort is evaluated up to 15 points. If no, circumstances evaluated up to 15 points.):*

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The membership drive is an all-out recruitment effort, but the key to year-over-year growth is retention. At the end of our drive in 2021, we held a new member welcome party where we recognized members for their recruitment effort and provided a spot for new members to get involved early in the process. A builder can strong-arm a subcontractor into joining the HBA, but it is staff's job to provide an immediate landing spot where new members feel welcomed and included.

The Board of Directors have 2 requirements as it relates to membership:

1. Recruit two members during the year, and participate in the annual membership drive.
2. Assist with onboarding new members monthly as assigned by the Membership Director. This requirement is expanded on in attached Membership Plan.

In addition, members are contacted quarterly per our membership plan in their first year as a member. They are also strongly encouraged to participate in the Member Orientation. We tell them to try out all chapters and events for 60 days and then select 2 or 3 to focus on for their primary involvement. This helps them have a specific connection to the HBA and improves their retention.

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*Explain how the plan includes and promotes the core benefits of the HBA and of the state and national membership (the 3-in-1 membership). (Scoring: Up to 5 points):*

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In preparation for our membership drive in 2021, staff created several resources for members to use in their recruitment effort that outlined the many benefits of our 3-in-1 membership. Moving beyond the drive, we continued to reinforce these benefits in our weekly newsletter, quarterly magazine, and membership orientations. Both NAHB, The Home Builders Association of Georgia and our organization together provide many tangible discounts, rebates, and deals, which is why we utilize the above resources to ensure the members understand how to take advantage of them. When members utilize these benefits it increases our retention and value. We also do a HBA "family dinner" at all Statewide events and IBS which encourages broader participation and connection. We include updates from our HBAG and NAHB representatives at our full Board of Directors and General Membership meetings.

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*Describe why this plan and its implementation is worthy of winning the NAHB Cup Award for Outstanding Membership Achievement. (Scoring: Up to 10 points):*

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In 2021, our retention rate improved from approximately 79% to approximately 85%, and membership growth exceeded 10% with net growth of 100 members. Additionally, we hosted a highly successful drive with great participation from both builders and associates. We have sustained membership growth since 2017 with the exception of 2020, and 2022 is continuing to build on 2021's success. Overall, the Greater Atlanta Home Builders Association has created a culture where our members work hard to retain and recruit new members while also constantly communicating why we are doing it. Our staff and leadership understands that we don't do membership just to say we have a lot of members, but rather to grow the industry's voice in our market and increase the effectiveness of our advocacy efforts and

business development opportunities. The bottom line is membership is hard work, and to sustain it the members of an organization have to be conditioned to invest in relationships and understand why they are doing it. This plan has enabled our organization to create that culture and we have seen positive results over multiple years because of it.

### **Supporting Documents Uploads (PDF or MS-Word Format)**

<i>Upload a written membership plan:</i>	GAHBAMembershipPlan.pdf
<i>Supporting Document #1:</i>	2021GAHBAMembershipDrive.pdf
<i>Supporting Document #2:</i>	2021MembershipDrivePlantoReach1075.pdf
<i>Supporting Document #3:</i>	MembershipDriveEmail2.pdf
<i>Supporting Document #4:</i>	MembershipDriveEmail.pdf
<i>Supporting Document #5:</i>	IntrotoMembershipDoc2022.pdf

## GAHBA 2021 Membership Plan

**Vision:** Grow the GAHBA membership to extend GAHBA's influence throughout the metro Atlanta region.

**Goal:** Have 1,075 full members on January 1, 2022. This requires a net gain of 76 members to the GAHBA roster in 2021.

### **Strategy:**

- Achieve a retention rate of 85% of the 999 members on the roster as of January 1, 2021. This would mean GAHBA would lose approximately 149 members in 2021. It is the responsibility of the Membership Director to ensure no more than 12 members drop per month on average.
- Recruit 225 new members in 2021. It is the responsibility of the Membership Director to ensure the addition of at least 19 new members per month on average.

### **Actions:**

- *Membership Director* – Maintain a fulltime staff position dedicated to recruiting and retaining new members through organizing, motivating, and assisting volunteers to recruit new members as well as directly recruiting new members and focusing on retaining current members.
- *Retention:*
  - o First Year GAHBA Experience for New Member
    - First Quarter:
      - Quarterly Member Orientation
      - Contact by GAHBA board member assigned to new member by Membership Director with input from the Executive Officer
        - o Ambassador's Objective is to:
          - Make first contact with new member to confirm all information is correct and that the member is receiving GAHBA News and remind him/her to utilize [www.atlantahomebuilders.com](http://www.atlantahomebuilders.com)
        - o Confirm the sponsor of the new member.
        - o Invite the new member to the next board meeting and one event.
    - Second Quarter:
      - Contact by Executive Officer
        - o Make sure they are participating and receiving the customer service they expect and receiving Realtor/Builder Connection.
        - o Invite them to at least one event.
    - Third Quarter:
      - Contact by Board Member
        - o Confirm they are participating and aware of all that is going on at GAHBA.

- Fourth Quarter:
      - Contact by Membership Director to make sure they are receiving all they expect from membership.
      - Invite to an event.
      - Confirm they will be renewing and if not planning to renew find out the reason.
  - Send a weekly GAHBA newsletter to promote events, legislative victories, and educational opportunities that are available.
  - Provide a quarterly GAHBA Magazine year recapping the prior months activities and opportunities.
- Recruitment:
  - Create a sales culture among the GAHBA Staff through properly training them on how to sell GAHBA and always recruit new members.
    - Create incentives among the staff to keep them engaged in promoting membership.
  - Annual Membership Drive – May of Each Year
    - Develop and Implement a Drive that will empower GAHBA Members to recruit 100 New Members during the month of May.
    - Incentivize the members to focus on the retention of the large block of May renewals recruited in the prior year’s drive.
  - Board of Directors requirement & responsibility
    - Recruit two new members during each year of service.
    - Participate in the annual membership drive.
    - Assist with onboarding new members monthly as assigned by the Membership Director.

## **2021 GAHBA Membership Drive Teams**

**Tuesday, May 11th to Wedn**

<b><u>Team Captain</u></b>	<b><u>Team Warlick</u></b>	<b><u>Team Marshal</u></b>	<b><u>Team Lester</u></b>	<b><u>Team Borden</u></b>
<i>Staff Support</i>	<i>Corey</i>	<i>Gary</i>	<i>Rajat</i>	<i>Courtney</i>
<b>1</b>	White, Jonathan	Landers, Jennifer	Brock, Jeff	Van Lear, Virginia
<b>2</b>	Hall, Bradley	Singer, Chris	Morris, Sean	Bobbitt, Ryan
<b>3</b>	Dunn, Tyler	Royer, John	Robbins, Brian	Pace, Tammy
<b>4</b>	Wade, Tamra	Hopkins, Matt	Richard, Scott	Hanagriff, Mike
<b>5</b>	Hogan, Tiffany	Cheeks, Jim	Hester, Cassy	Cole, Chris
<b>6</b>	Spencer, Troy	Cardenas, Myles	Holtzhowe, Lantz	Hardimon, Van
<b>7</b>	Chapman, Jim	Rousseau, Lori		Whitmire, Mark
<b>8</b>				
<b>9</b>	<i>FOLKS CAN JOIN TEAMS AT BOARD MEETING OR ON CALL BLITZ DAY TO PARTICIPATE</i>			
<b>10</b>				

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## **Call Blitz Portion of Drive:**

**Location:** ***Engel & Volkers Atlant North Fulton*** (2610 Old Milton Parkway, Suite 110, Alpharetta, GA)

**Team Call Times:** **Tuesday, May 11th**

10:00AM to Noon ***Team Warlick and Team Marshall***

Noon - 1:00 Lunch morning and afternoon shifts Provided by ***Atlanta's Best New Homes TV***

1:00PM to 3:00PM ***Team Lester and Team Mathis***

**Wednesday, May 12th**

10:00AM to Noon ***Team Bounds , Team Borden , and Team Chatham***

Noon -1:00 Lunch Provided by ***Engel & Volkers Atlant North Fulton***

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## **New Members Welcome Reception**

**Date:** **Wednesday, May 26th**

**Time:** 5:30PM to 7:30PM

**Location:** Georgia Home Theater (Marietta)

## **Prizes:**

***Most New Members per Call Shift***  
(Individual Award - 1 Gift Card per Shift)

***Overall Individual 1st Place***  
***Overall Individual 2nd Place***



***1st Place Team***

(Board Members + Call Blitz Participants)

**esday, May 26th**

**Team Mathis**

*Valerie*  
Longo, Vince  
Lopez, Hector  
Herbert, Doug  
Middlebrooks, Tony  
Myers, Tyler & Corinne  
Yera, Edsel

**Team Bounds**

*Emily*  
Turner, Adam  
Smith, Brad  
Tilley, Chris  
Nash, James  
Rosenberg, Mike  
Smith, Mitchell

**Team Chatham**

*Codeye*  
Lisecki, Bill  
Arnold, Tim  
Tarver, Larry  
Hulsey, Keisha  
Lineberry, Austin  
Radlmann, Dave

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***\$50 Gift Card***

***\$750***  
***\$500***

*Minimum 8 New Members*  
*Minimum 5 New Members*

**BRAGGING RIGHTS**

***\$25 Gift Card per Member***



**From:** Corey Deal

**Sent:** Tuesday, May 11, 2021 4:21 PM

**To:** Corey Deal <[CDeal@atlantahba.com](mailto:CDeal@atlantahba.com)>

**Cc:** Emily Raymond <[eraymond@atlantahomebuilders.com](mailto:eraymond@atlantahomebuilders.com)>; Rachel Hodge <[rhodge@atlantahba.com](mailto:rhodge@atlantahba.com)>; Gary Magee <[gimagee@atlantahba.com](mailto:gimagee@atlantahba.com)>; Rajat Agarwal <[ragarwal@atlantahba.com](mailto:ragarwal@atlantahba.com)>; Courtney Chrisman <[cchrisman@atlantahba.com](mailto:cchrisman@atlantahba.com)>; Valerie Siegel Braverman <[vbraverman@atlantahba.com](mailto:vbraverman@atlantahba.com)>; Codeye Woody <[cwoody@atlantahba.com](mailto:cwoody@atlantahba.com)>

**Subject:** GAHBA 2021 Membership Drive Day 1 Recap and Leaderboard

Good Afternoon,

It was an awesome kick-off to the **2021 Membership Drive** today!!! I can't express how appreciative we are for all the outstanding participation. I'm really looking forward to getting all of these new folks into the HBA and active over the next year. That said, please see below for current standings coming out of Day 1.

Keep in mind that our **goal is to have 1,075 Members** on the roster **on June 1, 2021**. If the month ended today we would have 975 Members. Regarding the rankings below, keep in mind it is VERY EARLY and those numbers and rankings will change a lot over the next 2 weeks. This is the first day of the Masters or the 1<sup>st</sup> Quarter of the ballgame if you will..... Again, a HUGE thanks to everyone that worked so hard today!!!

As a reminder, if we bring in **88 More NEW Members** + **16 More May Renewals** we will **EXCEED 1,075 members** on June 1, 2021. There are 72 companies included below that today committed to join but have not yet paid. Securing those memberships will get us almost to the goal. Can't wait to see what Team Borden, Team Bounds, and Team Chatham are able to get done tomorrow on Day 2!!

**Day 1 Leaderboard (Team Competition):**

1. <b>Team Maurice Lester</b>	8 Points	4 Paid New Members	22 Committed (Still Need to Pay)
2. <b>Team Donna Mathis</b>	4 Points	2 Paid New Members	14 Committed
3. <b>Team Gabe Chatham</b>	1.5 Points	1 Paid New Member	Call Day Tomorrow
4. <b>Team Heather Bounds</b>	1.5 Points	1 Paid New Member	Call Day Tomorrow
5. <b>Team Whit Marshall</b>	0 Points	0 Paid New Members	33 Committed
6. <b>Team Ken Warlick</b>	0 Points	0 Paid New Members	3 Committed
7. <b>Team Wilson Borden</b>	0 Points	0 Paid New Members	Call Day Tomorrow

**Day 1 Leaderboard (Individual Competition):**

1. Maurice Lester	8 Points	4 Paid New Members
2. Donna Mathis	4 Points	2 Paid New Members
3. Gabe Chatham	1.5 Points	1 Paid New Member
4. Heather Bounds	1.5 Points	1 Paid New Member
5.		

Sincerely,

*Corey Deal*

**Greater Atlanta Home Builders Association**

Executive Officer

Phone: 770-938-9900

Fax: 770-934-8363

[www.atlantahomebuilders.com](http://www.atlantahomebuilders.com)



NAHB Member Advantage Discount Program

(GM, UPS, FTD, Office Depot, Wyndham Hotel, Avis discounts & more)

Get all of the details online at [www.nahb.org/MA](http://www.nahb.org/MA).

**From:** Corey Deal

**Sent:** Wednesday, May 12, 2021 3:50 PM

**To:** Corey Deal <[CDeal@atlantahba.com](mailto:CDeal@atlantahba.com)>

**Cc:** Gary Magee <[gmagee@atlantahba.com](mailto:gmagee@atlantahba.com)>; Rajat Agarwal <[ragarwal@atlantahba.com](mailto:ragarwal@atlantahba.com)>; Rachel Hodge <[rhodge@atlantahba.com](mailto:rhodge@atlantahba.com)>; Courtney Chrisman <[cchrisman@atlantahba.com](mailto:cchrisman@atlantahba.com)>; Valerie Siegel Braverman <[vbraverman@atlantahba.com](mailto:vbraverman@atlantahba.com)>; Emily Raymond <[eraymond@atlantahomebuilders.com](mailto:eraymond@atlantahomebuilders.com)>; Codeye Woody <[cwoody@atlantahba.com](mailto:cwoody@atlantahba.com)>

**Subject:** GAHBA 2021 Membership Drive Day 2 Call-a-Thon Update - Next Update will be sent next week

Good Afternoon,

I will not send another update out until the middle of next week, but wanted to let everyone know how the **GAHBA 2021 Membership Drive Day 2** turned out. In spite of the gasoline issue and rainy weather, we still had north of 25 individuals representing 3 teams show up to make calls today. We are so grateful for the enthusiastic participation from everyone that has kicked off this year's Drive.

The results of the first 2 days of the Membership Drive are outstanding. As of 3:30PM today, you all have recruited **29 New Members** and have another **105 Committed** companies that have said they plan to join the HBA before the conclusion of the drive on May 26<sup>th</sup>.

The individual and team rankings are below. Gary will be in touch with each of you regarding follow-ups to secure the memberships of those 105 commitments. Thanks again for everyone's continued hard work to get this done over the next 2 weeks.

**Current GAHBA Membership + Commitments/Renewals:** **999 (as of 5/12/2021) + 105**  
Committed Members (from Call Days) + 15 May Renewals (Drop if don't renew this month) = **1,119**  
**Members on June 1, 2021**

#### **Day 2 Leaderboard (Team Competition):**

1. <b>Team Gabe Chatham</b> (Still need to pay)	19.5 Points	10 Paid New Members	10 Committed
2. <b>Team Wilson Borden</b>	12 Points	6 Paid New Members	7 Committed
3. <b>Team Heather Bounds</b> Committed	10 Points	5 Paid New Members	6
4. <b>Team Maurice Lester</b>	10 Points	5 Paid New Members	30 Committed
5. <b>Team Donna Mathis</b> Committed	4 Points	2 Paid New Members	14
6. <b>Team Whit Marshall</b>	2 Points	1 Paid New Member	31 Committed
7. <b>Team Ken Warlick</b>	2 Points	1 Paid New Member	3 Committed

#### **Day 2 Leaderboard (Individual Competition):**

1. Maurice Lester	10 Points	5 Paid New Members
2. Bill Lisecki	8 Points	4 Paid New Members
3. Brad Smith	6 Points	3 Paid New Members
4. Ryan Bobbitt	4 Points	2 Paid New Members

5. Wilson Borden	4 Points	2 Paid New Members
6. Donna Mathis	4 Points	2 Paid New Members
7. Keegan O'Reilly	4 Points	2 Paid New Members
8. David Schimming	4 Points	2 Paid New Members
9. Virginia Van Lear	4 Points	2 Paid New Members
10. Whit Marshall	2 Points	2 Paid New Member
11. James Nash	2 Points	1 Paid New Member
12. Dave Radlmann	2 Points	1 Paid New Member
13. Carol Stone	2 Points	1 Paid New Member
14. Gabe Chatham	1.5 Points	1 Paid New Member (Before May 11 <sup>th</sup> )
15. Heather Bounds	1.5 Points	1 Paid New Member (Before May 11 <sup>th</sup> )

Sincerely,

*Corey Deal*

**Greater Atlanta Home Builders Association**

Executive Officer

Phone: 770-938-9900

Fax: 770-934-8363

[www.atlantahomebuilders.com](http://www.atlantahomebuilders.com)



**NAHB Member Advantage Discount Program**

**(GM, UPS, FTD, Office Depot, Wyndham Hotel, Avis discounts & more)**

Get all of the details online at [www.nahb.org/MA](http://www.nahb.org/MA).

# The Greater Atlanta HBA (GAHBA)



A membership with the Greater Atlanta HBA is a three-in-one membership. When you join the Greater Atlanta HBA chapter, you also join the Home Builders Association of Georgia (HBAG) and National Association of Home Builders. (NAHB)

Our membership breaks down into two categories – Builder Members and Associate Members. Dues start at \$750 for both Builders and Associates. Dues for larger builders are dependent upon the average number of closings. Each membership is company based, allowing all the employees of your company to receive member benefits at the local level. Through the membership, you will have access to benefits from continuing education classes, car rentals, insurance, home warranties, and much more.

As the GAHBA, we serve our members through the application of the four pillars.

1. **Advocacy:** On the local, state, and federal level on matters that improve housing affordability, codes and standards, and our local economy. As a GAHBA member, you have the opportunity to represent the residential construction and development industry at local, state and national events.
2. **Networking:** Team up and form long-term partnership with other members. GAHBA provides the formula to develop life-long business and friendship relationships with some of the most successful and influential decision makers in the Metro Atlanta Area.
3. **Education:** With local, state, and national experts informing members as it relates to technology, business operations and marketing strategies. We provide licensing support, continuing education credits, and licensing for members.
4. **Community Service:** Through partnerships with local not-for-profits and nonprofits, we serve the community by meeting the needs of individuals and other not-profit organizations in the area.

We have chapters throughout the geographical district that makes up the GAHBA. We have luncheons that allow you to learn about the current governmental affairs issues at hand, meet different individuals, and receive industry specific updates, and more. We have evening socials that allow you to network and get to know other members of the association. Community Service as a pillar of the Greater Atlanta HBA, we want to make sure that we are giving back to the community. Each chapter will have the opportunity to participate in a care day with our charitable arm HomeAid.

There are many ways to get involved with the Greater Atlanta HBA to grow your business.

We are here to advocate on your behalf while creating environments that allow you to grow and enrich your business. My contact information is below, do not hesitate to give me a call if you have any questions.

Best,

A handwritten signature in black ink, appearing to read "Gary Magee, Jr." with a stylized flourish at the end.

**Gary Magee, Jr.**  
Greater Atlanta Home Builders Association  
Membership Director  
Phone: 678-775-1448  
Fax: 770-934-8363  
Email: [Gmagee@atlantahba.com](mailto:Gmagee@atlantahba.com)